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ECONOMIC TRENDS

A FURTHER LOOK AT THE 1981 CENSUS RESULTS

1. Introduction

The 1981 Census was divided into two major components, a short questionnaire on basic population data, which was completed by all households and which was commented on in Economic Trends Vol. 12, "A First Look at the 1981 Census Results," and a long questionnaire on a broader range of socio-economic subjects, which was completed by 20 per cent of all households. Over the past year Statistics Canada has produced, and will continue to produce, the results of this more complex questionnaire and it is the object of this Economic Trends to touch on some of these results for P.E.I.

2. Detailed Labour Force Statistics

The long form Census provides the major source of complete information on occupations and labour force activity of the population, and this information is only available every 10 years. While other surveys provide general information on industrial change, the Census information permits a far more detailed look at our economy and labour market.

Table 1 displays the 1981 P.E.I. labour force by industry, indicating the absolute change that occurred since 1971, and showing the male/female split in 1981. Between 1971 and 1981 the P.E.I. male labour force expanded by 14.4 per cent, while the female labour force grew by 61.1 per cent, for an overall

Table 1
1981 Labour Force, by Industry and
Sex, indicating Growth From 1971, P.E.I.

	Labour Force			Change
	Male	Female	Total	1971-1981
Agriculture	4,710	1,120	5,830	-15
Forestry	230	60	290	+180
Fishing	2,510	285	2,790	+665
Mines	105	10	120	+ 70
Manufacturing	3,575	2,250	5,825	-1,620
Construction	4,060	360	4,420	+1,605
Transportation, Storage, Communications & Utilities)	3,295	675	3,975	+870
Trade	4,605	3,555	8,160	+2,265
Finance, Insurance, Real Estate	670	940	1,605	+755
Community, Business and Personal Services	5,350	10,365	15,665	+6,245
Public Administration	<u>3,730</u>	<u>2,345</u>	<u>6,075</u>	<u>-1,340</u>
Total	<u>34,175</u>	<u>23,705</u>	<u>57,880</u>	<u>+14,310</u>

gain of 32.8 per cent. From the Census results one can analyze more closely the nature of this gain. Approximately 44 per cent of the increase in labour force on P.E.I. occurred in the Community, Business and Personal Services Industry, and 91 per cent of the increase can be accounted for in five industries; community business and personal services, trade services, the manufacturing industry, construction, and public administration.

In many but not all cases the faster growing industries tend to employ proportionately larger numbers of females than slower growing sectors. In addition, all industries tended to employ higher proportions of females than males during the period 1971-1981, as can be seen in Table 2. The overall

Table 2
Female Labour Force as Per Cent total,
1971 & 1981, by Industry

	<u>1971</u>	<u>1981</u>
Agriculture	18.0	19.2
Forestry	0	20.7
Fishing	3.1	10.0
Mines	0	12.5
Manufacturing	32.0	38.6
Construction	3.7	8.1
Transportation, Communications & Utilities	14.5	17.1
Trade	32.1	43.6
Finance, Insurance, R. Estate	51.2	58.3
Community, Business, Personal Service	66.1	66.1
Public Administration	<u>23.5</u>	<u>38.6</u>
Total	<u>33.8</u>	<u>41.0</u>

proportion of females in the labour force increased from 33.8 per cent to 41 per cent 1971-81. The leading growth industry, Community, Business and Personal Services, also has the highest proportion of females at 66.1 per cent.

Overall growth of the labour force on P.E.I. was 32.8 per cent, which compared with Canadian growth of 39.2 per cent. By 1981, the five largest industries on P.E.I. were Community, Business and Personal Services, Trade Services, Public Administration, Agriculture and Manufacturing, accounting in all for 72 per cent of all employment. The following section describes these industries in some detail in order to permit us to observe them more closely.

Agriculture suffered a small decline in its labour force 1971-1981. 98 per cent of the labour force of agriculture is involved in farming itself, the remainder being in services incidental to agriculture.

Manufacturing employed 10 per cent of the P.E.I. labour's force in 1981 and grew somewhat faster than the total, at 38.5 per cent. About 70 per cent of the P.E.I. Manufacturing labour force is in Food and Beverages, and this sector grew by 33.0 per cent 1971-1981. Within Food and Beverages the fastest growth took place in Fish Products, which itself formed 60 per cent of Food and Beverages and grew by 51.9 per cent.

Table 3 (a)

Labour Force of Manufacturing Industry, P.E.I.

1971-1981

	<u>1971</u>	<u>1981</u>	<u>% Increase</u> <u>1971-1981</u>	<u>% Female</u> <u>1981</u>
<u>Manufacturing Total</u>	4,205	5,825	38.5%	38.6
<u>Food & Bev.</u>	3,060	4,070	33.0%	45.0
Meat Prod.	280	365	30.4%	17.8
Fish Prod.	1,620	2,460	51.9%	55.7
Veg. Prod.	490	345	-29.6%	44.9
Dairy Prod.	355	365	2.8%	17.8
Feed Ind'y	105	115	9.5%	8.7
Bakeries	110	130	18.2%	38.5
<u>Wood Industries</u>	325	375	15.4%	6.7
<u>Printing, Publishing</u>	165	240	45.5%	41.7
<u>Metal Fabricating</u>	110	190	72.7%	2.6
<u>Transp. Equip't</u>	95	190	100.0%	2.6
<u>Chemical Prod.</u>	150	140	-6.7%	28.6
Fertilizers	75	80	6.7%	6.3

Within P.E.I. Manufacturing, Fish Products has the highest proportion of female employment, at 55.7 per cent, and this represents 61 per cent of all female employment in all manufacturing on P.E.I. Other fast growth sectors 1971-81 within manufacturing were transportation equipment, metal fabricating, printing and publishing and meat products, although together they form only a modest part of total manufacturing on P.E.I.

The largest private industry on P.E.I., in terms of employment, in 1981 was Retail and Wholesale Trade, with a labour force of 8,160, of whom 43.6 per cent were female. The retail component of trade was itself larger than any other private industry on P.E.I., with a labour force of 6,270, divided 50 per cent male and 50 per cent female. The

Table 3(b)

Labour Force of Retail, Wholesale

Trade Industry, 1971-1981, P.E.I.

	<u>1971</u>	<u>1981</u>	<u>Increase</u>	<u>Female</u>
<u>Trade Total</u>	5,895	8,160	38.5%	43.6
<u>Wholesale</u>	1,715	1,885	9.9%	23.3
Petrol P.	185	205	10.8	22.0
Food	845	580	-31.4	26.7
Machinery & Equip.	105	150	42.9	23.3
Farm M. & E.	75	215	186.7	9.3
Building Suppl.	180	210	16.7	23.8
<u>Retail</u>	4,180	6,270	50.0%	49.7
Food	730	1,060	45.2	59.4
General Merch.	1,295	1,780	37.5	68.8
Gasoline Stat.	475	460	-3.2	19.6
Motor Vehicle Dealers	275	520	89.1	11.5
Motor Vehicle Repair	220	440	100.0	6.8
Household Furniture	130	265	103.8	30.2
Drug Stores	220	180	-18.2	69.4

Wholesale Trade industry expanded slowly 1971-81, at 9.9 per cent, but within the wholesale industry, employment from the sale of farm machinery and equipment expanded by 186.7 per cent, one of the fastest growing sub sectors on P.E.I. By contrast the labour force of food wholesalers on P.E.I. declined by 31.4 per cent 1971-81. Within the retail industry, the largest sub sectors are food stores and general merchandise, and they have a predominantly female labour force. Yet the leading growth sectors within retailing 1971-81 were motor vehicle dealers and motor vehicle repairs, both male dominated activities.

The Community, Business and Personal Services industry expanded by 66 per cent 1971-81 and Table 3(c) permits one to examine this large industry in some depth. It contains two large government operated/funded segments, Education Services and Health and Welfare Services, whose combined labour force

Table 3(c)
Labour Force of Community, Business
and Personal Services, 1971-1981, P.E.I.

	<u>1971</u>	<u>1981</u>	<u>% Increase</u>	<u>% Female</u>
<u>Community, Business</u>	9,420	15,655	66.2	66.2
<u>and Personal Services</u>				
<u>Education & Related</u>	2,795	3,840	37.4	57.3
Schools	2,110	2,595	23.0	59.2
Universities & Colleges	445	525	18.0	46.7
Vocational	135	340	151.8	58.8
<u>Health & Welfare</u>	2,595	4,385	69.0	81.9
Hospitals	1,665	2,255	35.4	84.9
Health Care	195	725	271.8	95.2
Physicians & Surgeons Off.	180	345	91.7	60.9
Welfare Organ.'s	450	755	67.8	76.2
<u>Religious Organizations</u>	330	415	25.8	36.1
<u>Amusement & Recreation</u>	405	605	49.4	34.7
<u>Services to Business Man.</u>	390	940	141.0	37.2
Engineering & Scientific	65	185	184.6	18.9
<u>Personal Services</u>	950	1,035	8.9	84.5
Barber & Beauty Shops	250	395	58.0	82.3
Domestic Service	465	440	-5.4	93.0
<u>Accommodation & Food</u>	1,560	3,445	120.8	75.2
<u>Serv.</u>				
Hotels & Motels	560	920	64.3	79.9
Restaurants & Taverns	875	2,420	176.6	75.0
<u>Miscellaneous Services</u>	390	1,005	157.7	60.7

of 8,225 in 1981 formed 53 per cent of this industry's labour force. Within these two groups the largest industry is the elementary and secondary school system, whose staff is predominantly female, at 59.2 per cent. Neither the schools nor universities and colleges exhibited above average growth 1971-1981. Rather, greatest growth occurred in the labour force of vocational schools, at 151.8 per cent. The Health and Welfare Services Group expanded by 69 per cent 1971-81,

and 81.9 per cent of its staff were female, the largest proportion for any major industry group on P.E.I. Its largest component is employment by Hospitals, at 2,255 in 1981, of whom 84.9 per cent were female. The most rapidly growing sector in Services was Health Care, which consists principally of nursing homes, and its labour force increased by 271.8 per cent 1971-81. Virtually all its staff are female, at 95.2 per cent in 1981.

The labour force of Religious Organizations expanded by 25.8 per cent 1971-81, one of the slower growing service sectors.

Most of the commercial or non-government services expanded their labour forces rapidly 1971-81, with the exception of domestic service which declined by 5.4 per cent. Most significant growth occurred in the Restaurants and Taverns sector whose labour force increased by 176.6 per cent, to reach 2,420 in 1981 and whose labour force is 75 per cent female. The small Services to Business Management sector also expanded rapidly, by 141 per cent 1971-81, primarily led by the Engineering and Scientific Services sub sector.

The Public Administration and Defence sectors experienced considerable expansion of their administrative functions 1971-1981, coupled with an 18.8 per cent decline in Defence personnel. The largest component of Public Administration in 1981 was

Table 3(d)

Labour Force of Public Administration
and Defence, 1971-81, P.E.I.

	<u>1971</u>	<u>1981</u>	<u>% Increase</u>	<u>% Female</u>
<u>Public Administrat. &</u>	4,735	6,075	28.3	38.6
<u>Defence</u>				
<u>Federal</u>	3,025	3,360	11.1	30.8
Defence	1,835	1,490	-18.8	19.8
Civilian	1,190	1,865	56.7	39.7
Provincial	1,480	2,260	52.7	53.5
Local Admin.	230	465	102.2	22.6

provincial administration, which expanded by 52.7 per cent 1971-1981, to reach 2,260. The fastest growing group was local administration which increased by 102.2 per cent 1971-81, though it is fairly small in total, with a labour force of 465.

3. Employment and Labour Force, by Counties

There is so much detailed information now available on the P.E.I. labour market from the 1981 Census that it is hard to know where to start. The following section looks at a regional distribution of the labour force within P.E.I. by Counties although the data is obtainable by Lot and by Municipality. Table 4 displays the labour force by industry and County in 1981.

Table 4
Distribution of Labour Force, by County, and
by Industry, P.E.I., 1981

	<u>Kings</u>	<u>%</u>	<u>Queens</u>	<u>%</u>	<u>Prince</u>	<u>%</u>	<u>P.E.I.</u>	<u>%</u>
Primary	2,450	28.6	2,965	10.3	3,700	19.7	9,115	16.2
Manufacturing	1,630	19.0	2,280	7.9	2,105	11.1	6,015	10.7
Construction	825	9.6	2,380	8.3	1,415	7.5	4,420	7.9
Transportation, Communications & Utilities	565	6.6	2,110	7.3	1,355	7.2	4,030	7.2
Trade	875	10.2	4,620	16.1	2,710	14.4	8,205	14.6
Finance, Insurance & Real Estate	140	1.6	1,065	3.7	415	2.2	1,610	2.9
Community, Business & Personal Services	1,595	18.6	9,550	33.2	4,725	25.0	15,880	28.3
Public Admin. & Defence	600	7.0	3,410	11.9	2,155	11.4	6,160	11.0
Total	<u>8,575</u>	<u>100.0</u>	<u>28,745</u>	<u>100.0</u>	<u>18,885</u>	<u>100.0</u>	<u>56,205</u>	<u>100.0</u>
Distribution of total labour force		15.3		51.1		33.6		100
Distribution of population		15.7		49.5		35.0		100

Approximately 15 per cent of the P.E.I. labour force resides in Kings County. Its largest industry group is the Primary sector, with 28.6 per cent of its labour force, followed by Manufacturing, at 19 per cent and Community, Business and Personal Services with 18.6 per cent. Queens County had 51 per cent of the P.E.I. labour force, and is dominated by Community, Business and Personal Services which employed 33.2 per cent its labour force. This was followed by trade at 16.1 per cent and Public Administration with 11.9 per cent. The largest industries in Prince County are Community, Business and Personal Services with 25 per cent, Primary Industries with 19.7 per cent and Trade, with 14.4 per cent.

Table 5
Labour Force Growth 1976-81, by
County and Sex

		<u>1976</u>	<u>1981</u>	<u>% Increase</u>
<u>Kings</u>	Male	4,885	5,335	9.2
	Female	2,775	3,245	16.9
	Total	7,660	8,575	11.9
<u>Queens</u>	Male	15,050	16,595	10.3
	Female	10,450	12,150	16.3
	Total	25,500	28,745	12.7
<u>Prince</u>	Male	11,205	11,500	2.6
	Female	6,235	7,380	18.4
	Total	17,440	18,880	8.3

Population Growth 1976-81 %

<u>Kings</u>	3.4
<u>Queens</u>	7.2
<u>Prince</u>	-1.0
<u>P.E.I.</u>	3.6

In terms of labour force gains 1976-81 one can see in Table 5 that Queens County was greatest at 12.7 per cent, but only because the male labour force expanded faster there than in Kings or Prince. It had the lowest gains in female labour force. Total population change from 1976-81 was also strongest in Queens, at 7.2 per cent, compared with a decline of 1 per cent in Prince and growth of 3.4 per cent in Kings, presumably reflecting the strength of relative labour markets.

Table 6

1981 Occupational Distribution,

By County, P.E.I.

	<u>P.E.I.</u>		<u>Kings</u>		<u>Queens</u>		<u>Prince</u>		<u>Canada</u>	
	<u>M</u>	<u>F</u>	<u>M</u>	<u>F</u>	<u>M</u>	<u>F</u>	<u>M</u>	<u>F</u>	<u>M</u>	<u>F</u>
Managerial, Administ.	9.4	4.6	4.3	3.5	12.0	5.3	8.0	3.9	11.2	5.4
Teaching & Related	2.4	6.3	1.2	6.5	2.7	5.9	2.4	6.9	2.8	6.1
Medicine & Health	1.5	10.0	0.6	8.3	2.0	11.8	1.2	7.8	1.7	8.5
Science, Engin, Religious	5.8	4.1	4.0	3.2	8.3	4.9	3.1	3.4	7.6	4.6
Clerical	4.6	26.4	2.4	19.6	6.1	29.7	3.5	23.9	7.0	35.6
Sales	6.0	8.9	4.6	6.3	7.1	9.8	5.2	8.7	8.6	9.2
Service	8.3	20.8	3.5	15.4	8.0	21.9	10.9	21.3	9.5	15.4
Primary	22.3	5.2	38.9	9.6	14.7	2.8	25.5	7.2	7.9	2.4
Processing	4.7	8.1	8.7	23.8	3.3	2.7	4.8	10.2	5.3	2.2
Machinery, Fabricating	7.5	1.1	4.6	0.5	8.2	1.2	8.0	1.0	14.2	5.2
Construction	13.4	-	13.3	-	13.7	-	13.0	-	10.7	0.3
Transportation	7.7	-	9.3	-	7.3	-	7.6	-	6.1	1.8
Other	5.5	2.3	4.2	1.2	5.6	2.3	5.9	2.8	6.2	1.2
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

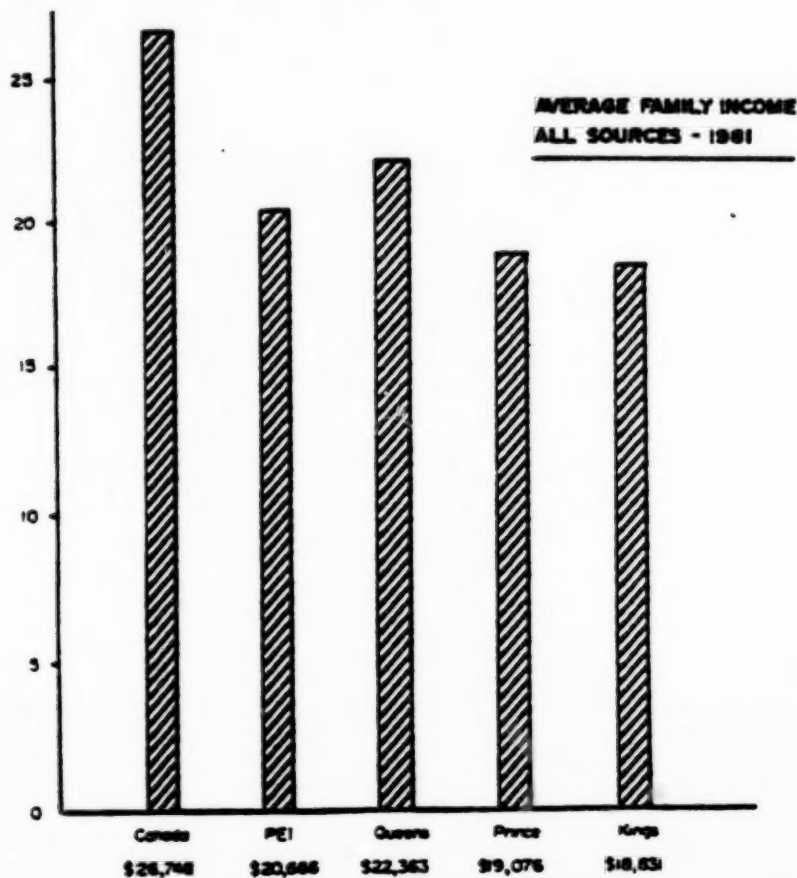
In Table 6 one can observe the types of occupations of the male and female labour force, by county, and with a comparison with Canada, for 1981. Comparing P.E.I. with Canada one can see that the largest male occupation on P.E.I. is in Primary activities with 22.3 per cent of the male labour force whereas only 7.9 per cent of Canadian males work in this group. The distribution of male occupations at the Canadian level is more diverse than on P.E.I. with the predominant occupation, machining and fabricating filled by 14.2 per cent of the males, followed by managerial/administrative and Construction Trades. 35.6 per cent of females are employed

in clerical positions in Canada, whereas the figure for P.E.I. is 26.4 per cent. Service activities are the second largest occupation for females both in Canada and P.E.I.

Within P.E.I. one finds that for males in Kings and Prince Counties there is a pronounced concentration of employment in Primary and Construction occupations, with 52 per cent of all males in Kings employed in these two areas, and 38.5 per cent in Prince. This compares with 28 per cent for Queens and 18 per cent for Canada. For females in Kings the leading occupation is Processing at 23.8 per cent, compared to only 2.2 per cent of Canadian females, and 2.7 per cent for Queens. Only 2.4 per cent of Canadian females are involved in primary occupations but they employ 9.6 per cent of females in Kings and 7.2 per cent in Prince. Similar proportions of females appear employed in the Teaching and Related, Medicine & Health, and Sales Occupations, which combined, employ about 25 per cent of all female workers, both on P.E.I., in its Counties and in Canada.

4. Income Levels

Average family income from all sources was \$26,748 in Canada in 1981, and this was 27 per cent greater than for P.E.I. Diagram 1 displays Family Income for P.E.I., Canada and the three Counties. Income in Queens County was noticeably



higher than for the other two Counties, at 83.6 per cent of the Canadian average, or \$22,363 per family.

The major distinguishing feature of family income levels on P.E.I. relative to the national pattern lies in the predominance of families in the relatively low \$10-20,000 category, and the extremely small proportion of Island families in the high \$40,000+ category. As Table 7 indicates, Queens County tends

Table 7

Family Income by Income Class

P.E.I., Counties, Canada, All Families

1981

	<u>P.E.I.</u>	<u>Kings</u>	<u>Queens</u>	<u>Prince</u>	<u>Canada</u>
Under \$10,000	21.3	22.5	18.5	24.8	14.6
\$10 - 20,000	35.8	40.9	32.4	38.4	24.3
\$20 - 30,000	24.3	22.5	26.7	21.7	26.7
\$30 - 40,000	11.1	9.0	12.9	9.6	17.8
\$40,000+	7.4	5.0	9.5	5.5	16.5
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

more towards the Canadian pattern than do Kings and Prince, although still significantly below Canadian levels, and consequently average incomes are higher in Queens County.

The income disparity between P.E.I. and Canada is more pronounced for males than females, as Table 8 indicates. Female incomes were 77.6 per cent of Canadian female income, males 70.7 per cent Canadian male income.

Table 8

Average Incomes, for adults with income, 1981

As % of Canadian, Male and Female

	<u>P.E.I.</u>	<u>Kings</u>	<u>Queens</u>	<u>Prince</u>	<u>Canadian Level</u>
<u>Males</u>	70.7	59.1	76.6	68.0	\$16,918
<u>Female</u>	77.6	68.4	84.2	71.1	\$ 8,414

The lowest average income both for males and females is in Kings County, which had the highest proportion of males in primary occupations, and the highest proportion of females in processing. Female incomes, while proportionately higher relative to Canada were only 54.6 per cent of average male incomes on P.E.I. in 1981, (\$6,528 females, \$11,963 males).

5. Miscellaneous

The content of the 1981 Census 20 per cent sample data is so broad to be impossible to easily summarize. In addition to statistics on incomes and labour force we also know, for example, that 46.1 per cent of P.E.I.'s population is Catholic, 49.9 per cent Protestant, and that 95.6 per cent of Islanders use English in their homes, 3 per cent French, and that 80 per cent of the Island homes have central heating, that 40 per cent of the homes were built pre war and 33 per cent were built since 1971, and so on. In Canada 91 per cent of the homes have central heating incidentally.

In Table 9, are displayed general statistics from the Census on the Educational attainment of the P.E.I. population 15 years and over, by County and for Canada. It is divided into two broad groups, these who did not go beyond Grade 9, and those who have a university degree. As one might have

Table 9

Percentage of Population 15+ by Educational Levels

		<u>P.E.I.</u>	<u>Kings</u>	<u>Queens</u>	<u>Prince</u>	<u>Canada</u>
Less than	1976	29.9	38.0	23.6	34.9	25.9
Grade 9	1981	23.5	29.2	18.3	28.5	20.1
With University						
Degree	1976	5.1	2.9	6.8	3.6	6.4
	1981	6.1	4.0	8.0	4.3	8.0

expected P.E.I. has relatively more of the former group, at 23.5 per cent and less of the latter at 6.1 per cent. The differences appear to be reducing. A comparison of the 1981 and 1976 Censuses reveals that the proportions of adults with less than Grade 9 Education fell significantly on P.E.I., particularly in Kings and Prince Counties. Also, the censuses indicate that the adult population of Queens County is at least as well educated if not more than the Canadian average, with 8 per cent having a University degree and only 18.3 per cent

less than Grade 9, which is less than the Canadian average.

6. Summary and Conclusions

The purpose of this Economic Trends was to touch on some of the statistics now available for P.E.I. from the long questionnaire in the 1981 Census. In many respects this data confirms information on the P.E.I. economy that is available from other statistical sources, for example on the rapid growth of the female labour force. Yet the Census permits one to look deeper into these general trends, both at detailed industrial levels, at occupational levels, and in relationship to various geographic areas.

In general, one discovers that an increasing proportion of the P.E.I. population are involved in service type activities and that Queens County, undoubtedly through the influence of Charlottetown, is now a predominantly service-oriented county, in terms of employment opportunities. One third of the labour force of Queens County was employed in the Community, Business and Personal Services Industry group in 1981, and 16.1 per cent were employed in Retail and Wholesale Trade. The educational level of its labour force is somewhat superior to the national average, and income levels there are about 84 per cent the Canadian average.

By comparison with the nation, the labour force of Kings and Prince Counties is concentrated in the primary, construction, processing and service occupations, and general income levels and levels of schooling in these areas were significantly below Queens and the national average in 1981. Improvements in the Educational Attainment of the labour force in these Counties were, however, encouraging.

The growth of female participation in industrial activity 1971-81 was startling, and shows up across most industrial sectors. Most faster growing industries tended to employ relatively large percentages of females, although this was not always the case. By contrast, agriculture and fishing experienced very limited gains in labour force 1971-81 and they have a predominantly male labour force.

POOR

QUALITY

ORIGINAL

